

1 What is claimed is:

2
3 1. A system for providing a network-based site having pages with a common
4 appearance, comprising:

5 a tag embedded in each page of a network-based site, each page stored in a page
6 storage medium;
7 a script to be called from within the tag; and
8 a configuration database storing page configuration information to be called or
9 queried by the script.

10
11 2. The system of claim 1 further comprising:

12 a server configured to retrieve a page from the page storage medium, detect the tag in
13 the page, retrieve the script associated with the tag, execute the database script in a
14 configuration database to access page configuration information and serve the page including
15 the page configuration information.

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17 3. The system of claim 1 wherein the script comprises database script.

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19 4. The system of claim 1 further comprising a script database storing the script.

20
21 5. The system of claim 4 wherein the configuration database and the script database
22 comprise the same database.

23
24 6. The system of claim 1 wherein each page comprises a HTML page.

25
26 7. A method for providing a network-based site having pages with a common
27 appearance, comprising:
28 receiving a request for a page;
29 retrieving the page from a page storage medium;
30 executing a database script associated with the page to access configuration
31 information from a configuration database; and
32 receiving configuration information associated with the page from the configuration
33 database, wherein the page, including the configuration information, is to be served to a user.
34

1 8. The method of claim 7 wherein executing the database script comprises retrieving the
2 database script through a tag on the page, the tag including a link to the database script.
3

4 9. The method of claim 7 wherein retrieving the page from the page storage medium
5 comprises retrieving the page in a hypertext markup language format and receiving the
6 configuration information comprises receiving information in a hypertext markup language
7 format.
8

9 10. The method of claim 7 wherein the configuration information is integrated into the
10 page when the page is served.
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12 11. The method of claim 7 wherein executing the database script comprises giving the
13 page a name and using the page name in the database script to access the configuration
14 database.
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16 12. The method of claim 7 wherein receiving configuration information comprises
17 receiving information to be displayed in the body of the page.
18

19 13. A system for providing a network-based site having pages with a common
20 appearance, comprising:
21 means for receiving a request for a page;
22 means for retrieving the page from a page storage medium;
23 means for executing a database script associated with the page to access configuration
24 information from a configuration database; and
25 means for receiving configuration information associated with the page from the
26 configuration database, wherein the page including the configuration information may be
27 served to a user.
28

29 14. The system of claim 13 wherein the means for executing the database script
30 comprises means for retrieving the database script through a tag on the page, the tag
31 including a link to the database script.
32

33 15. The system of claim 13 wherein the means for retrieving the page from the page
34 database comprises means for retrieving the page in a hypertext markup language format and

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1 the means for receiving the configuration information comprises means for receiving
2 information in a hypertext markup language format.

3
4 16. The system of claim 13 wherein the configuration information is integrated into the
5 page when the page is served.

6
7 17. The system of claim 13 wherein the means for executing the database script
8 comprises means for giving the page a name and using the page name in the database script
9 to access the configuration database.

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11 18. The system of claim 13 wherein the means for receiving configuration information
12 comprises means for receiving information to be displayed in the body of the page.

13
14 19. A computer readable storage medium containing executable computer program
15 instructions which when executed cause a digital processing system to perform a method for
16 providing a network-based site having pages with a common appearance, said method
17 comprising:

18 receiving a request for a page;

19 retrieving the page from a page storage medium;

20 executing a database script associated with the page to access configuration

21 information from a configuration database; and

22 receiving configuration information associated with the page from the configuration
23 database, wherein the page, including the configuration information, is to be served to a user.